

1 **CLAIMS**

2       1.     A method comprising:  
3             retrieving financial data from a data source, wherein the financial data  
4 includes a plurality of financial data elements;  
5             identifying a plurality of rules associated with the financial data elements;  
6             applying the plurality of rules associated with the financial data elements to  
7 the financial data elements;  
8             associating each of the plurality of financial data elements with an  
9 identifier; and  
10            identifying additional information regarding each financial data element  
11 using the identifier associated with the financial data element.

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13       2.     A method as recited in claim 1 further comprising storing each of the  
14 plurality of financial data elements and the identifier associated with each  
15 financial data element.

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17       3.     A method as recited in claim 1 wherein the data source is a web site.

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19       4.     A method as recited in claim 1 wherein the financial data elements  
20 represent positions in a financial account.

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22       5.     A method as recited in claim 1 wherein the identifier is an asset  
23 identifier.

1           **6.**     A method as recited in claim 1 wherein the identifier is associated  
2 with a particular financial institution.

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4           **7.**     A method as recited in claim 1 further comprising converting data  
5 elements representing ticker symbols to a standard ticker symbol format.

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7           **8.**     A method as recited in claim 1 further comprising converting data  
8 elements representing security names to a standard security name format.

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10          **9.**     A method as recited in claim 1 wherein applying the plurality of rules  
11 includes matching data elements to a standard security name format.

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13          **10.**    A method as recited in claim 1 further comprising associating an  
14 exception identifier with each financial data element for which an associated  
15 identifier is not identified.

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17          **11.**    A method as recited in claim 10 further comprising manually  
18 associating identifiers with financial data elements having an associated exception  
19 identifier.

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21          **12.**    A method as recited in claim 10 further comprising generating a  
22 new rule to associate identifiers with financial data elements having an associated  
23 exception identifier.

1           **13.**    A method as recited in claim 1 wherein applying the plurality of  
2 rules includes applying the plurality of rules in a particular order.

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4           **14.**    A method as recited in claim 1 further comprising retrieving the  
5 additional information regarding the financial data elements from a financial  
6 database.

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8           **15.**    A method as recited in claim 1 further comprising retrieving  
9 additional information associated with the financial data elements from an asset ID  
10 database.

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12           **16.**    A method as recited in claim 1 further comprising normalizing the  
13 plurality of financial data elements.

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15           **17.**    One or more computer-readable memories containing a computer  
16 program that is executable by a processor to perform the method recited in claim  
17 1.

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19           **18.**    A method comprising:  
20           accessing a web page associated with a financial institution;  
21           retrieving data from the web page using a data harvesting script;  
22           identifying financial data contained in the data retrieved from the web page,  
23 wherein the financial data includes a plurality of financial data elements;  
24           applying rules associated with the financial institution to associate each of  
25 the plurality of financial data elements with an asset identifier; and

1            sorting the plurality of financial data elements based on the associated asset  
2 identifier.

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4            **19.**     A method as recited in claim 18 further comprising storing each of  
5 the plurality of financial data elements and the asset identifier associated with the  
6 financial data element.

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8            **20.**     A method as recited in claim 18 further comprising converting each  
9 of the plurality of financial data elements from a first format to a second format.

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11           **21.**     One or more computer-readable memories containing a computer  
12 program that is executable by a processor to perform the method recited in claim  
13 18.

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15           **22.**     A method comprising:  
16           retrieving financial data from a plurality of financial accounts;  
17           identifying data elements contained in the retrieved financial data;  
18           identifying rules for associating asset identifiers with the data elements,  
19 wherein the rules are associated with a particular financial institution; and  
20           applying the rules to associate an asset identifier with each of the data  
21 elements.

1           **23.**     A method as recited in claim 22 further comprising:  
2           determining whether at least one data element has multiple associated asset  
3 identifiers after applying the rules; and  
4           modifying the rules to associate a single asset identifier with at least one  
5 data element.

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7           **24.**     A method as recited in claim 22 further comprising:  
8           determining whether at least one data element does not have an associated  
9 asset identifier after applying the rules; and  
10          modifying the rules to associate an asset identifier with at least one data  
11 element.

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13          **25.**     One or more computer-readable memories containing a computer  
14 program that is executable by a processor to perform the method recited in claim  
15 22.